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## CULTURE CONCEPTS IN INTERNATIONAL BUSINESS

One of the components of any national culture is business culture (culture of doing business). The existence of different national business cultures determines the need for research of features of cross-cultural communication in international business. Many scholars of the second half of the XX century tried to highlight different aspects of business cultures. They tried to classify cultures, to identify criteria, measures, culture dimensions which could help to distinguish different characteristics, to combine cultures in clusters etc. As a result, there are several approaches to classification of national business cultures in the literature – culture concepts.

The most famous concept of culture in international business is Geert Hofstede's cultural dimensions theory. He identified four "cultural dimension" of business culture: 1) power distance index, associated with different decisions of main problem of human inequality; 2) individualism vs. collectivism, associated with person's integration in the initial group; 3) uncertainty avoidance index, associated with the level of stress in society before the unknown future; 4) masculinity vs. femininity, associated with the distribution of emotional roles between women and men. In 1980, based on research of Canadian psychologist Michael Harris Bond, the fifth dimension was added: 5) long-term orientation vs. short-term orientation, associated with people choice of efforts focus: on the future or the present and the past. In the 2000s Bulgarian scientist Michael Minkov conducted research, based on which new values of the fifth dimension were calculated

and the sixth dimension was added: 6) indulgence vs. restraint, associated with satisfaction compared with control of basic human desires related to enjoying life. And Geert Hofstede distinguishes countries in terms of perception of these values.

In further studies the efficiency of using G. Hofstede's culture concept in international business on practice is planned to research.

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